PHYSICIAN BEHAVIOR MODIFICATION

that mere communication of information to physicians, however informal, is sufficient to induce the desired effect. If true, then the effect of the intervention would be even stronger than that measured by this study.

A possible bias exists in having the top five providers in the experimental group. This, however, was believed to be statistically more tolerable than the bias which would have been introduced by having most MD's in one group and most DO's in the other, or most rural providers in one group and most urban in the other. By the use of covariant analysis, such bias has been minimized.

The goals of the project were achieved: the claims-based data system was used to define a problem of medical care delivery to the Medicaid population, an intervention method was planned, implemented and evaluated. The more basic prob-

lems of inappropriate use of antibiotics for non-bacterial respiratory infections, failure to obtain cultures to detect group A β -hemolytic strepto-coccal disease and interpretation of cultures of normal pharyngeal flora were not addressed.

This study shows that, at least in the short term, modification of physicians' prescribing habits is possible in an actual practice setting.

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Medical Practice Questions

EDITOR'S NOTE: From time to time medical practice questions from organizations with a legitimate interest in the information are referred to the Scientific Board by the Quality Care Review Commission of the California Medical Association. The opinions offered are based on training, experience and literature reviewed by specialists. These opinions are, however, informational only and should not be interpreted as directives, instructions or policy statements.

Reconsideration of Repository Emulsion Therapy

QUESTION:

Is repository emulsion therapy in the treatment of allergy conditions considered accepted medical practice? If so, for which conditions and under which circumstances?

OPINION:

It is the opinion of the Advisory Panel on Allergy that repository emulsion therapy is not considered accepted treatment for allergy conditions.